

Message Text

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PAGE 01 STATE 077312
ORIGIN EB-08

INFO OCT-01 EUR-12 ISO-00 CAB-02 CIAE-00 COME-00
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DRAFTED BY EB/OA/AVP:GGGRIFFITHS:LR
APPROVED BY EB/OA:MHSTYLES
EB/OA/AVP:AJWHITE
E /OA/AN:WRILEY
EUR/SE:JRATIGAN
CAB:JDRISCOLL

-----126291 250041Z /75

P 242354Z MAR 78
FM SECSTATE WASHDC
TO AMEMBASSY ATHENS PRIORITY

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E.O. 11652: N/A

TAGS: EAIR, GR

SUBJECT: CIVAIR: TWA AND OLYMPIC FARES

1. TWA HAS INFORMED DEPARTMENT THAT IT HAS RECEIVED A COMMUNICATION FROM THE GREEK GOVERNMENT DISAPPROVING TWA'S APEX FARE FILING FOR EFFECTIVENESS APRIL 1. REASON FOR GOG DISAPPROVAL NOT ENTIRELY CLEAR FROM THE TEXT OF THE GREEK COMMUNICATION TO TWA.

2. TWA INFORMS DEPARTMENT THAT ITS APEX FARE IS INTENDED TO BE COMPETITIVE WITH OLYMPIC'S NON-AFFINITY GROUP FARE. CAB INDICATES THAT RELEVANT PEAK SEASON

LEVELS FOR THESE FARES ARE 633 DOLLARS ROUND-TRIP FOR THE OLYMPIC NON-AFFINITY GROUP FARE, AND 622 DOLLARS FOR THE LIMITED OFFICIAL USE

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PAGE 02 STATE 077312

TWA APEX FARE. THIS IS SIMILAR TO SITUATION EXISTING FOR LAST SEVERAL YEARS WHERE THE NON-AFFINITY FARE HAS BEEN SLIGHTLY HIGHER THAN THE GROUP FARE.

3. CAB POSITION RE FILINGS IN CURRENT OPEN RATE SITUATION HAS BEEN TO APPROVE A VARIETY OF LOW FARE, COMPETITIVE RESPONSES FROM NUMEROUS AIRLINES. THE

PURPOSE OF THIS POLICY HAS BEEN TO ALLOW THE MARKETPLACE A MEANINGFUL OPPORTUNITY FOR CHOICE DURING THIS EXPERIMENTAL PERIOD. DEPARTMENT WOULD HOPE THAT GOG PREPARED IN SIMILAR SPIRIT TO ACCEPT WIDE RANGE OF COMPETITIVE FILINGS. HOWEVER, IF GOG DISAPPROVES TWA'S COMPETITIVE APEX FARE, USG WOULD HAVE TO RECONSIDER ITS CURRENT POSITIVE ATTITUDE TOWARD THE OLYMPIC FARES.

4. ACTION REQUESTED: EMBASSY REQUESTED RAISE THIS MATTER WITH APPROPRIATE GREEK AUTHORITIES AND ASCERTAIN PRECISE NATURE OF GREEK OBJECTIONS TO TWA FARES. USG POSITION SHOULD BE PRESENTED IN LOW-KEY FASHION, BUT IT SHOULD BE CLEARLY UNDERSTOOD THAT US CANNOT ACCEPT SITUATION WHERE TWA'S MANDS ARE TIED IN THE MARKET PLACE.

5. COMMENT: TWA HAS INDICATED TO DEPARTMENT THAT IT HAS INSTRUCTED ITS ATHENS OFFICE TO CONTINUE PROMOTING AND SELLING THIS FARE. IT HAS ALSO NOTIFIED THE DEPARTMENT THAT IT WILL KEEP THE EMBASSY INFORMED OF DEVELOPMENTS. VANCE

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Message Attributes

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Disposition Approved on Date:
Disposition Case Number: n/a
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